



WFLX

ORDER

Print Date 09/28/12 Page 1 of 2

Flight Dates 10/08/12-10/21/12

Contract / Revision 829872 /

Original Date / Revision
09/28/12 09/28/12

Advertiser FL Federation for Children

Agency McLaughlin & Associates

Buying Contact

566 South Route 303
Blauvelt, NY 10913

Product
FL Federation for Children

Agency Com 15%

Billing Contact

566 South Route 303
Blauvelt, NY 10913

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 515

Alt Order # 06357114

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20.10

Priority P 1

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	6	\$3,646.50	\$4,290.00	0.00
Totals	6	\$3,646.50	\$4,290.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	6	\$3,646.50	\$4,290.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFLX	10/16/12	10/18/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-T-T---	:30	2	\$985.00	P 1	0.00	NM	2	\$1,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-T---		2		\$985.00		0.00					
E 2	WFLX	10/09/12	10/11/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-T-T---	:30	2	\$985.00	P 1	0.00	NM	2	\$1,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-T---		2		\$985.00		0.00					
E 3	WFLX	10/14/12	10/14/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$175.00	P 1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WFLX

Print Date: 09/28/12

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Contract / Revision 829872 Flight Dates 10/08/12-10/21/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:15:00

Advertiser FL Federation for Children Product FL Federation for Children Estimate # 515

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/14/12	10/14/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$175.00	P 1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$175.00		0.00						
E 4	WFLX	10/21/12	10/21/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$175.00	P 1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$175.00		0.00						
Totals														6	\$4,290.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLX, West Palm Bch FL	Date: 9.27.12
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

FL SD 34 ELECTION

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
WFLX# 829872					

Total Charges: 3646.50 net
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This broadcast time will be used by: Florida Federation for Children

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Florida Federation for Children

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: FL Federation for Children

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Chairperson: John Kirtley

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

9.27.12 Mr Campbell 203.966.9757
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] John Hedden GM
 Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	Washington

REQUEST RECEIVED FROM

DATE: 9/27/12

BUYER:	Marianne Campbell
AGENCY:	McLaughlin & Associates
ADDRESS:	566 South Route 303 Blauvelt, NY 10913
PHONE #:	203 966 9757
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Florida Federation of Children
CPMGN MGR.	John Kirtley
TREASURER:	
ADDRESS:	PO Box 1440 Lutz, FL 33548
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Issue
OFFICE:	
PARTY:	Republican

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141